Alexey Volkov

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Design leader with 20 years of experience in digital products and branding. Twice a Design Director, several times Head of Design, teams of up to 20 people. Worked with everything from early-stage startups to major banks, in fintech, dating and media. Now building my own product with AI agents — from idea to code.

June 2026 – present

Soulshine · Product Builder

Building solo a mental health app for people going through difficult times: daily practices, planning and reflection, habit tracking.

- Took it from idea, in-depth interviews and financial model to design, architecture and code
- Learned to build with AI agents: the first half of features took 3 months, the second 2 weeks
- Daily-practice MVP is in closed beta; now building guided work with a mentor

November 2024 – May 2026

T-Bank, T-Investments · Design Group Lead

Led 7 designers in 3 areas: asset selection (catalogue and asset pages), tracking financial performance (home, accounts, portfolio analytics) and trading (order flow).

- Launched an active trading mode on mobile: order book and chart with one-tap orders and a new order form (+5% conversion to a trade among traders and investors). Our scalping order book shipped at the same time as Robinhood's — the first of its kind on the Russian market.
- Futures redesign: revenue grew 5×, market share 2.5×.
- Drove two strategic initiatives of my own: rebuilt portfolio analytics (financial performance, taxes, multi-year investment planning) and redesigned asset pages by instrument and segment.
- Introduced quarterly planning with design involvement, discovery and epic breakdown. Created a quality checklist for all design at the bank together with other design leads.
- Hired 4 senior designers, rotated the team, promoted three designers to the next grade.

August 2023 – April 2024

Home Credit Bank · Design Director

Oversaw product and communication design during the refresh of two brands and the redesign of the flagship app to enter daily banking.

- Developed a design strategy and started implementing it
- Reduced TTM and raised the quality of work by introducing product processes
- Restructured the team from a design studio into feature teams, 15 people in total

July 2021 – January 2023

Blanc Bank · Head of Product Design

Developed product design in a neobank for entrepreneurs: "flows" and "smart rules", plan settings, human support, integrations.

- In 1 year and 7 months, the bank reached its target market share and broke even
- Launched the web app in 4 months and matched competitors' features in another 9
- Brought 4 products under one brand through an adaptive design system
- Built a competency map, hired top designers, set up cross-team processes

June 2020 – July 2021

Dot Bank (Tochka) · Head of Design

Led design for Tochka XS, the bank's experimental startup for young sole traders who don't want to deal with accounting and taxes and just want to get paid to a personal card.

- Launched 37 features on iOS and Android after the MVP, built a UI kit with guidelines
- Introduced design reviews, front-end reviews, daily stand-ups and retrospectives

June 2019 – June 2020

Rocketbank · Principal Designer

Launched 2 new products at a legendary Russian fintech

- “Smart Account” — a hypothesis test for an investment app: over 3% of clients opened it in 2 days. All major Russian banks later copied the solution
- The bank’s B2B flagship — a merchant admin panel for the loyalty programme

April 2018 – May 2019

Primalbase · Principal Designer

Launched and grew an international crypto-based coworking network.

- Cut MVP development to 3 months: front end on Material Design, offline KYC
- Improvements after user interviews tripled bookings and raised the token price by 320%

June 2017 – April 2018

Storia · Head of Product Design

Developed a media and blogging platform with audiences in Turkey, Brazil, the USA and Russia

- Grew reader retention and conversion to authors, introduced UX tests and front-end reviews

January 2017 – May 2017

Slemma · Principal Designer

Updated the product and helped a BI startup raise its second round (rivals: Google and Tableau)

October 2012 – January 2017

Mamba · Design Director

Created the entire mobile side of Russia’s largest dating service, oversaw the rebrand

- Launched iOS, Android and Windows apps, improved the desktop and mobile web
- Launched 5 niche lean startups, one of which reached the top 5 dating apps in the stores

February 2011 – October 2012

ADV Web Engineering Co. · Art Director

Led the design department at a top-3 Russian web agency: service and promo websites, branding for Samsung, Yandex, X5, Kaspersky, the Federation Council, MICEX and Alrosa. Won tenders

July 2009 – February 2011

Art. Lebedev Studio · Lead Designer

Created world-class design at Russia’s top design studio. Launched 9 projects: intranets, catalogues, promo and corporate websites; mastered concepts, infographics, typography and 3D

Courses and education

2021–2022 — **Dima Barbanel’s Workshop · Design Workout 200**

May – June 2020 — **Coursera · Internet entrepreneurship by MIPT and IIDF**

March – May 2019 — **Controforma School · Branding. Courage based on understanding**

2003–2007 — **South Ural State Agrarian University · Economics and management**

Skills

Design management · Leadership · Product strategy · Building processes · UX/UI · Service and product design · Art direction · Concept development · Design systems · Branding · Graphic design · Infographics · UI animation · AI tools · Vibe coding